

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

What is claimed is

1. (*Currently amended*) A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

(a) defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword, ~~in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword;~~

(b) receiving at least one bid data corresponding to a first unit display zone from at least one [[an]] advertiser, said [[the]] first unit display zone being one of the plurality of said unit display zones associated with said [[the]] predetermined keyword;

~~associating the advertiser with a predetermined search listing;~~

(c) storing said bid data;

~~receiving automatic bid data corresponding to at least one unit display zone except the first unit display zone, among the plurality of unit display zones associated with the keyword, from the advertiser;~~

~~—— if the bid data of the advertiser are successfully bidden through a predetermined bid process for the first unit display zone, assigning a display right in the first display zone to the search listing associated with the advertiser;~~

(d) determining whether a predetermined transfer condition for right to display said first unit display zone is satisfied, which a first advertiser owns;

(e) retrieving at least a portion of said stored bid data if a predetermined transfer condition for the assigned display right is satisfied, depriving the search listing associated with the advertiser in the first unit display zone of the display right; and

(f) determining winning bid among said retrieved bid data for placement of advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword if the search listing in the first unit display zone is deprived of the display right, performing a re-bid process for the input automatic bid data; and

(g) transferring said display right of said first unit display zone from said first advertiser to a second advertiser which has submitted said winning bid.

2. *(Currently amended)* The method as claimed in claim 1, further comprising the step of:

if said display right of said first unit display zone is transferred to said second advertiser, the steps (d) ~ (g) are executed for at least one of the remaining unit display zones associated with said predetermined keyword the automatic bid data are successfully bidden through the re-bid process, assigning a display right in a unit display zone corresponding to the automatic bid data that have been successfully bidden, to the search listing associated with the advertiser.

3. *(Currently amended)* The method as claimed in claim 1 [[2]], wherein, if said second advertiser has submitted a plurality of winning bids corresponding to a plurality of said unit display zones associated with said predetermined keyword, one unit display zone is assigned to

said second advertiser in accordance with at least one predetermined display priority condition.

~~the step of assigning the display right in the unit display zone corresponding to the automatic bid data that have been successfully bidden, to the search listing associated with the advertiser comprises the steps of:~~

~~—— if two or more pieces of automatic bid data are successfully bidden, designating one piece of automatic bid data on the basis of a selected display priority condition; and~~  
~~—— controlling the display right to be assigned to the search listing only in connection with the unit display zone corresponding to the designated automatic bid data.~~

4. *(Currently amended)* The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of cost-per-click pricing model ~~includes one or more conditions selected from the group consisting of an arrangement order of second unit display zones associated with the automatic bid data that are successfully bidden, the amount of fees per single click in the automatic bid data that are successfully bidden, and selection of the successfully bidden automatic bid data by the advertiser.~~

5. *(Currently amended)* The method as claimed in claim 1, wherein said ~~the automatic bid data~~ include ~~the highest payable fee per single click, and~~

the step (f) of determining winning bid ~~performing the re-bid process for the input automatic bid data~~ comprises the step ~~[[steps]]~~ of:

determining winning bid in accordance with said payable fee per single click recording ~~the automatic bid data in corresponding predetermined record areas, respectively, in association with the deprivation of the display right;~~

~~—— assigning a predetermined rank to each piece of the bid data recorded in the record areas, including the automatic bid data, the rank being assigned on the basis of the fee per single click; and~~  
~~—— if the automatic bid data have the highest rank, determining the corresponding automatic bid data as a successful bid.~~

6. (*Currently amended*) The method as claimed in claim 1, further comprising the step of ordering said stored bid data in accordance with payable fee per single click, said payable fee per single click being included in said bid data, wherein the bid data include the highest payable fee per single click, and the step (f) of determining winning bid determines said winning bid in accordance with the order of said bid data. ~~assigning the display right in the first display zone to the search listing associated with the advertiser comprises the steps of:~~

~~—— associating the first unit display zone with a record area of a predetermined bid field in response to the input of the bid data;~~  
~~—— recording the input bid data in a predetermined record area corresponding to the first unit display zone;~~  
~~—— assigning a predetermined rank to each piece of the bid data recorded in the record areas, including the bid data, the rank being assigned on the basis of the fee per single click in the bid data; and~~  
~~—— determining one piece of bid data with the highest rank as successful bid data, and assigning the display right to the determined bid data.~~

7. (*Currently amended*) The method as claimed in claim 1, wherein the predetermined transfer condition is associated with a the record of new bid data in a record area corresponding to the first unit display zone, which has been newly submitted, and

the step (f) of determining winning bid comprises the steps of:

ordering said stored bid data;

re-ordering said stored bid data if a new bid data has been submitted; and

determining winning bid in accordance with the order of said bid data. ~~depriving the~~

~~search listing associated with the advertiser in the first unit display zone of the display right comprises the steps of:~~

~~—— re-calculating a rank for each piece of the bid data recorded in record areas, including the new bid data; and~~

~~—— if the rank of the new bid data becomes the highest rank through the re-calculation of the rank, transferring the display right in the first unit display zone from the search listing associated with the advertiser to a search listing associated with the new bid data.~~

8. (*Currently amended*) The method as claimed in claim 1, wherein the predetermined transfer condition is associated with the expiration of a predetermined contract for the search listing, ~~and~~

~~—— the step of depriving the search listing associated with the advertiser in the first unit display zone of the display right comprises the steps of:~~

~~—— performing again the bid process for one or more pieces of bid data recorded in record areas corresponding to the first unit display zone, except the bid data of the search listing that has been deprived of the display right; and~~

~~—determining one piece of bid data with the highest rank as successful bid data through the re-execution of the bid process, and transferring the display right in the first unit display zone from the bid data to the successful bid data.~~

9. (Canceled)

10. (Currently amended) A computer-implemented method for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising the steps of:

~~defining, in response to input of a keyword by a searcher, a plurality of locations where search listings are displayed on a web page, as unit display zones in association with the keyword;~~

(a) receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid amount and an advertisement, betting bid data corresponding to two or more unit display zones from an advertiser, the two or more unit display zones being ones of the plurality of unit display zones associated with the predetermined keyword;

~~associating the advertiser with a predetermined search listing;~~

(b) storing said bids;

(c) determining whether a predetermined transfer condition for right to display said particular placement position of advertisement is satisfied, which has been assigned to a first advertiser;

(d) selecting, based at least in part on review of bid amounts, a bid of said stored bids for said particular placement position of advertisement in association with said predetermined keyword; and

(e) transferring said right to display said particular placement position of advertisement in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said selected bid.

~~performing a predetermined bid process for the input betting bid data, and setting at least one or more pieces of betting bid data that are successfully bidden as valid bid data;~~

~~designating one piece of the set valid bid data as valid bid data if the advertiser selects a specific bid, and determining a unit display zone associated with the designated valid bid data as a first unit display zone;~~

~~assigning a display right in the determined first unit display zone to the search listing associated with the advertiser;~~

~~—— if a predetermined transfer condition is satisfied, controlling the display right for the search listing associated with the advertiser in the first unit display zone so as to be transferred to another search listing that participates in the bid for the first unit display zone; and~~

~~—— performing again the bid process in a unit display zone corresponding to automatic bid data, using remaining valid bid data except the designated valid bid data and the betting bid data as the automatic bid data.~~

11. *(Canceled)*

12. (*Currently amended*) The method as claimed in claim 10 ~~[[11]]~~, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of cost-per-click pricing model.~~the display priority condition includes one or more conditions selected from the group consisting of an arrangement order of second unit display zones associated with the automatic bid data that are successfully bidden, the amount of fees per single click in the automatic bid data that are successfully bidden, and selection of the successfully bidden automatic bid data by the advertiser.~~

13. (*Currently amended*) A computer-readable recording medium having computer-executable instructions in which a program for executing a method according to claim 1 ~~any one of claims 1 to 12 is recorded.~~

14. (*Currently amended*) A keyword advertisement display control system, comprising:

~~a location defining means for defining that, in response to input of a keyword by a searcher, defines a plurality of advertisement locations where search listings are displayed on a web page, as unit display zones in association with a plurality of keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined~~ ~~[[the ]]~~ keyword;

~~a user~~ ~~[[an]]~~ interface, said user interface receiving ~~means that receives~~ bid data corresponding to a first unit display zone of the plurality of unit display zones associated with the



~~predetermined keyword, and automatic bid data corresponding to at least one unit display zone except the first unit display zone among the plurality of unit display zones associated with the keyword, from at least one [[the]] advertiser;~~

a memory, said memory storing said bid data;

~~a bid processing means for processing bid for said first unit display zone, said means for processing the bid determining winning bid for said first unit display zone that, if the bid data of the advertiser are successfully bidden through a predetermined bid process in the first unit display zone, assigns a display right in the first display zone to the search listing associated with the advertiser; and~~

~~a display right transfer means for transferring a display right of said first unit display zone to an advertiser who has submitted the winning bid, that, if a predetermined transfer condition for the assigned display right is satisfied, deprives the search listing associated with the advertiser in the first unit display zone of the display right,~~

~~wherein said means for processing the bid the bid processing means performs a re-bid process for the input automatic bid data if a predetermined transfer condition for the display right of said first unit display zone is satisfied the search listing in the first unit display zone is deprived of the display right.~~

15. (New) The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of selection by said second advertiser.

16. (New) The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined

keyword, only one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of selection by said second advertiser.

17. (New) A computer programmed to perform the steps recited in claim 1.

18. (New) A computer programmed to perform the steps recited in claim 10.

19. (New) A computer-readable medium having computer-executable instructions embodied thereon for controlling display of a keyword advertisement, comprising:

code for defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

code for receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of said unit display zones associated with said predetermined keyword;

code for storing said bid data;

code for determining whether a predetermined transfer condition for right to display said first unit display zone is satisfied, which a first advertiser owns;

code for retrieving at least a portion of said stored bid data

code for determining winning bid among said retrieved bid data for placement of advertisement on said first unit display zone in association with search result list generated in response to a search query associated with said predetermined keyword; and

code for transferring said display right of said first unit display zone from said first advertiser to a second advertiser which has submitted said winning bid.

20. *(New)* A computer-readable medium having computer-executable instructions embodied thereon for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising:

code for receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid amount and an advertisement;

code for storing said bids;

code for determining whether a predetermined transfer condition for right to display said particular placement position of advertisement is satisfied, which has been assigned to a first advertiser;

code for selecting, based at least in part on review of bid amounts, a bid of said stored bids for said particular placement position of advertisement in association with said predetermined keyword; and

code for transferring said right to display said particular placement position of advertisement in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said selected bid.